

Good design is good business

Anne Marie Boutin
President

APCI missions

- To promote design towards French public and private decision makers, especially in the fields where the design approach is not enough known and used.
- To promote design towards the general public
- To promote French design abroad
- To participate in the international reflexion on design

APCI vision

- Design is a driving force for technological, economical, cultural and social innovation.
- All sectors of the economy are concerned
- Design can contribute to offer a better quality of life to everybody at every moment of their lives, in all their activities, in all places, images, objects and services

- A selection of “responsible design” practices
- An international award endorsed by ICSID
- 2050 projects since 1999
- 200 companies
- 650 design studios or independent designers
- 362 “Etoiles de l’Observeur”
- 4 months exhibition/ 200 000 visitors every year
- 50 exhibitions abroad



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AGENCE POUR LA PROMOTION
DE LA CRÉATION INDUSTRIELLE

An annual exhibition



Participation in international design events

HongKong / Business of design week. 2009



International Design Alliance Congress : Taipei

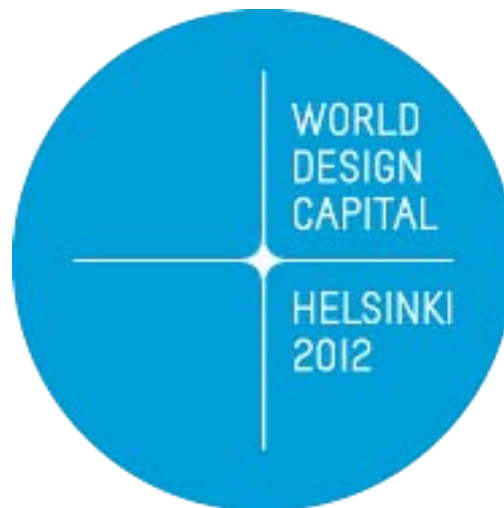
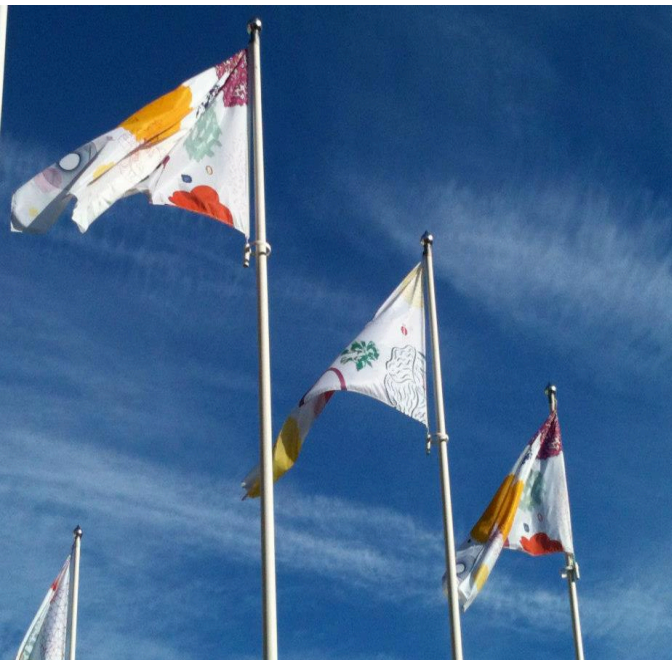




Seoul World Design Capital - 2010



Helsinki World Design Capitals : Helsinki 2012



Actions towards companies

Support for the innovation ecosystem

European program REDI (when Regions support Entrepreneurs and Designers to Innovate)

Design strategy support for SMEs

Design strategy setting up, elaboration of a brief and export strategy

The Design, Innovation & Prospective club



Conferences and workshops



DESIGN
MANAGEMENT
EUROPE

DME AWARD.

More than 450 entries

Design can be used to_____

Develop a culture of user centred innovation to conquer markets and export



MASTRAD
Kitchen accessories

Improve the quality of products



Leborgne

Develop a design strategy for different niche markets



Lacie

Conquer new markets

Using technology transfers



Corima

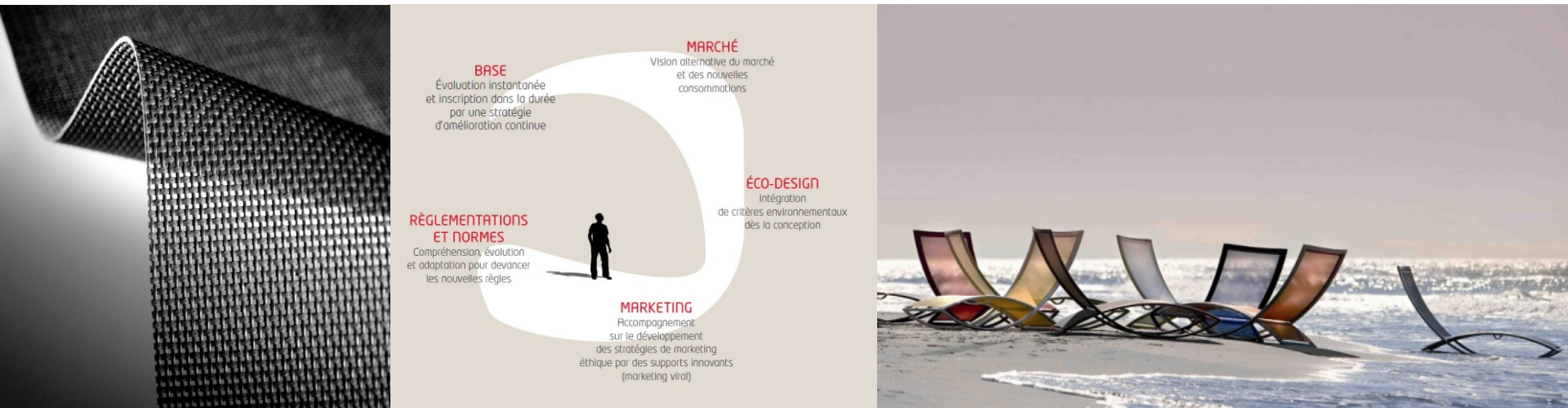


Otto bock



Petzl

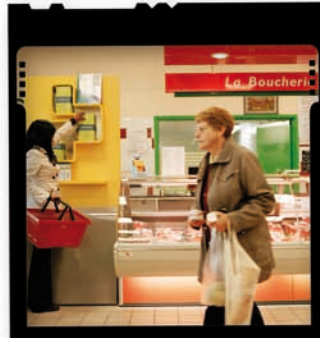
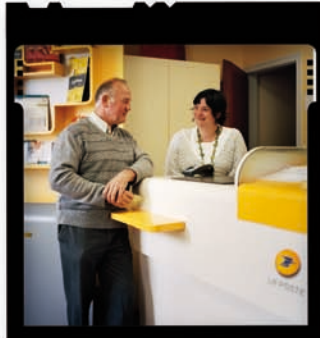
Create a virtuous circle of innovation



Ferrari textile – Lafuma - Botanor

Develop new public services

Post office
in rural areas

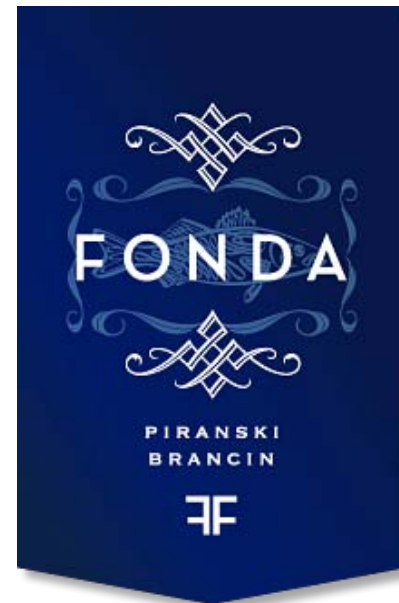
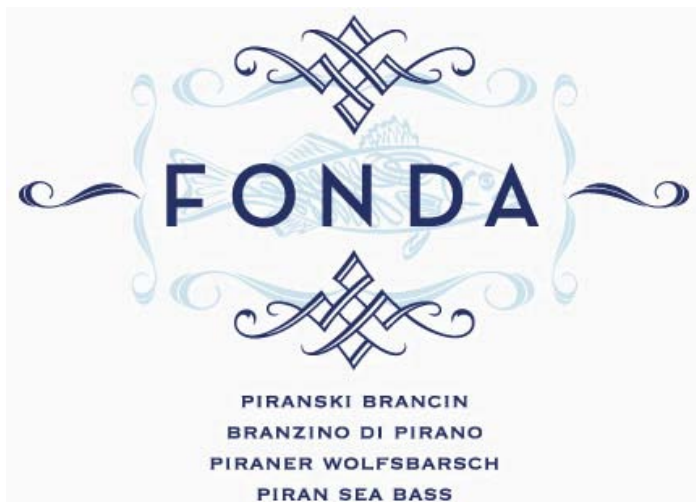


Create a company and its identity for rural family products



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Design is not only a matter of aesthetics and creativity

Design is an analytical process which takes into account :

- functional and technical aspects
- economic aspects
- aesthetic, sensitive and cultural aspects
- security norms and constraints
- environmental norms and constraints
- cultural factors and issues of identity

Design encompasses all these aspects
(the project is the synthesis)

Facom
Radiator hose key



It's a global/holistic project approach

- it's human-centred
- it's a context-based approach
- it gives form to ideas and concepts
- it adapts form to the needs and desires of users
- it offers new scenarios of use

It establishes a coherent global image which in turn influences and encourages cohesion within the company teams.



To sum up

Companies using design :

- are more innovative than the concurrence, because their competitiveness is not only based on prices
- their turnover grow faster
- they create more employment
- they develop more exports

They are more resistant in a crisis periods and they have a better reactivity in recovery periods.

(sources : British Design Council,
Design Flanders, Danish Design Council)

This is confirmed by French companies in a survey made in 2010

Design has allowed them to

- Increase their turnover: 75%
- Increase clients satisfaction: 75%
- Access to new markets: 60%
- Improve their competitiveness : 56%
- Make the structure more creative, able to react quickly and to adopt external creativity more easily: 70%

The European commission position_____

The European commission now states that design-driven innovation is a response to the urgent need for growth and jobs in Europe

Sources :

Design as a driver of user-centred innovation – working paper - EC 2009

Design for Growth and prosperity : recommendations of the design leadership board - EC - 2012